LOGO USAGE - PRIMARY BRAND COLOURS

The brand is a five colour logo. The main colour should be Blue C:58 M:0 Y:0 K:51.
This should remain as the primary format where possible.

CMYK	// C:58 M:0 Y:0 K:51	**CMYK**	// C:0 M:94 Y:34 K:27
RGB	// R:41 G:118 B:145	**RGB**	// R:183 G:32 B:85
#	// 297691	**#**	// b72055
CMYK	// C:80 M:0 Y:67 K:37	**CMYK**	// C:36 M:90 Y:0 K:43
RGB	// R:0 G:126 B:91	**RGB**	// R:110 G:30 B:98
#	// 007e5b	**#**	// 6e1e62
CMYK	// C:54 M:0 Y:78 K:13		
RGB	// R:111 G:175 B:94		
#	// 6faf5e		

PRIMARY BRAND COLOURS

- Where only a single colour is available, the black (BW) & white out (WO) versions may be used. No other colour versions are allowed

- On no occasion should gradation fills, vignettes or additional graphics be used on the logo

- The icons can be used with a 90% tint of the primary colours when appearing on a primary colour background.

- Whilst the colour version is preferable, the logo may also be used in black & white.

The logo should appear on a white background wherever possible. If not, the logo must be placed upon a solid background & should appear reversed out as shown below.

90% Tint

SINGLE ICONS

Icons can be used singularly on a page, they must appear as a 90% tint of the correct icon colour, white out or in correct colour

LOGO USAGE - EXCLUSION ZONE

The logo should always be used with a minimum exclusion zone equal to the 1/4 of any icon circle in the main brand.

The clear space area shown here is the minimum clear space - we recommend that you increase this space wherever possible.

LOGO USAGE - MINIMUM SIZE

The logo should never be reproduced smaller than 50mm for print or 142px for web, measured across the width as shown.

This is to ensure legibility of the text.

5cm / 50mm / 142px

LOGO USAGE - APPERANCE

To keep brand consistency the logo should not be stretched, distorted or altered in any way.

The logo should always be in the correct order and spaced evenly

TEXT ELEMENT USAGE

Wherever possible the text element of the logo should be used on three lines, with **PROUD** in bold

PROUD
TO MAKE A
DIFFERENCE
SHEFFIELD TEACHING HOSPITALS NHS FOUNDATION TRUST ✗

PROUD TO MAKE
A DIFFERENCE
SHEFFIELD TEACHING HOSPITALS NHS FOUNDATION TRUST ✗

5cm / 50mm / 142px

PROUD
TO MAKE A
DIFFERENCE
SHEFFIELD TEACHING HOSPITALS NHS FOUNDATION TRUST

Min 25pt Arial Narrow   Min 6pt Frutiger Light

The text element of the log can appear on one line if space is not available.

PROUD TO MAKE A DIFFERENCE
SHEFFIELD TEACHING HOSPITALS NHS FOUNDATION TRUST

Min 15pt Arial Narrow   Min 6pt Frutiger Light

FONT USAGE - PRINT & WEB

Consistent use of the fonts will help to reinforce the brand identity.

ARIAL NARROW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%&*<>?/"{},.

The Arial Narrow font is used for headings and sub headings. Minimum size - 10pt. Capital Letters are preferred for titles.

A substitute font should not be necessary as this is a standard font issues on all systems, if this font is unavailable use Arial.

Frutiger
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%&*<>?/ {},.

The Frutiger font family is used for body text. Minimum size - 6pt